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Docket No. RSW920010014US1

**EXPEDITED PROCESSING -
RESPONSE TO FINAL REJECTION**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: Marcia L. Peters, James M. Mathewson II, John R. Hind

APPLICATION NO. 09/836,963

FILED: April 18, 2001

Examiner: Donald Champagne

CASE NO. RSW920010014US1

Group Art Unit: 3622

**TITLE: METHOD AND SYSTEM FOR PROVIDING TARGETED
ADVERTISING IN PUBLIC PLACES AND CARRIERS**

CERTIFICATE OF MAILING

I hereby certify that this correspondence, along with any paper indicated as being enclosed, are being deposited with the United States Postal Service as first-class mail, postage prepaid, in an envelope addressed to: MAIL STOP AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on July 6, 2005.

July 6, 2005
Date

Lynn M. White
Lynn M. White

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**REPLY AND AMENDMENT UNDER 37 C.F.R. §1.116
TO EXAMINER'S FINAL ACTION MAILED MAY 6, 2005**

Sir:

This is in response to the final Office Action mailed May 6, 2005, having a period for response set to expire on August 6, 2005. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 8 of this paper.